



# PSC Water Conservation Activities

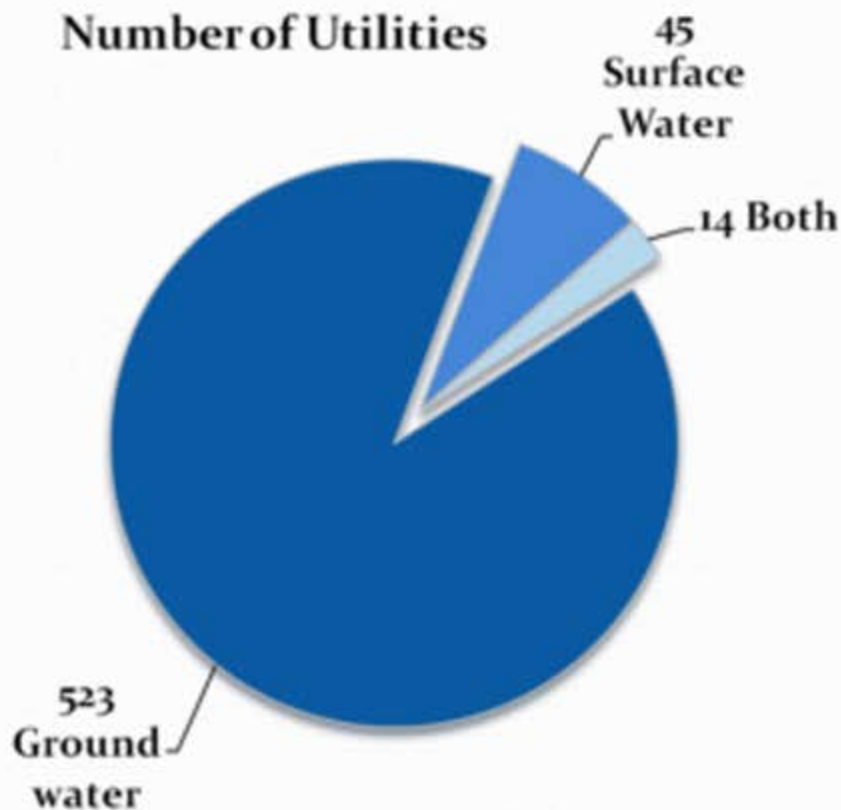
Presentation to Groundwater Working Group

October 21, 2009

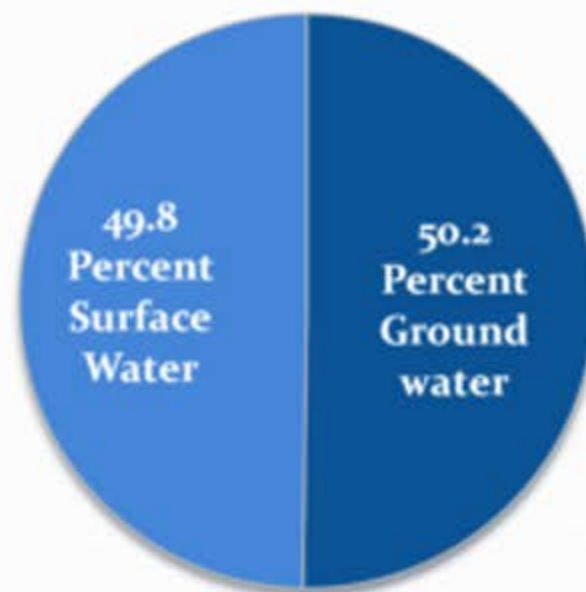
Jeff Ripp, Water Conservation Coordinator  
Public Service Commission of Wisconsin

# Source of Supply – Public Utilities

Number of Utilities

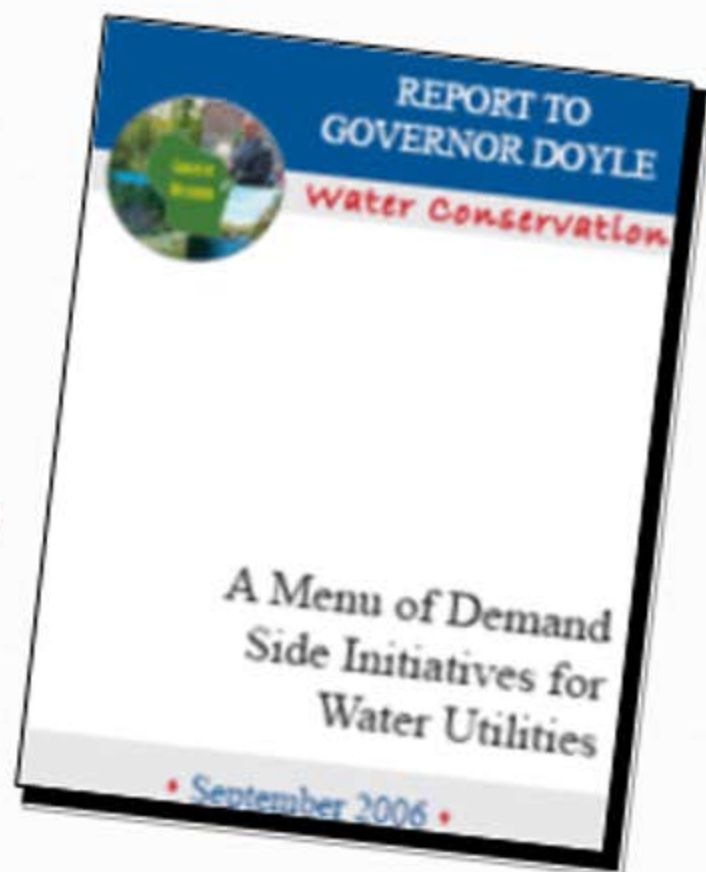


Percentage of Volume Pumped

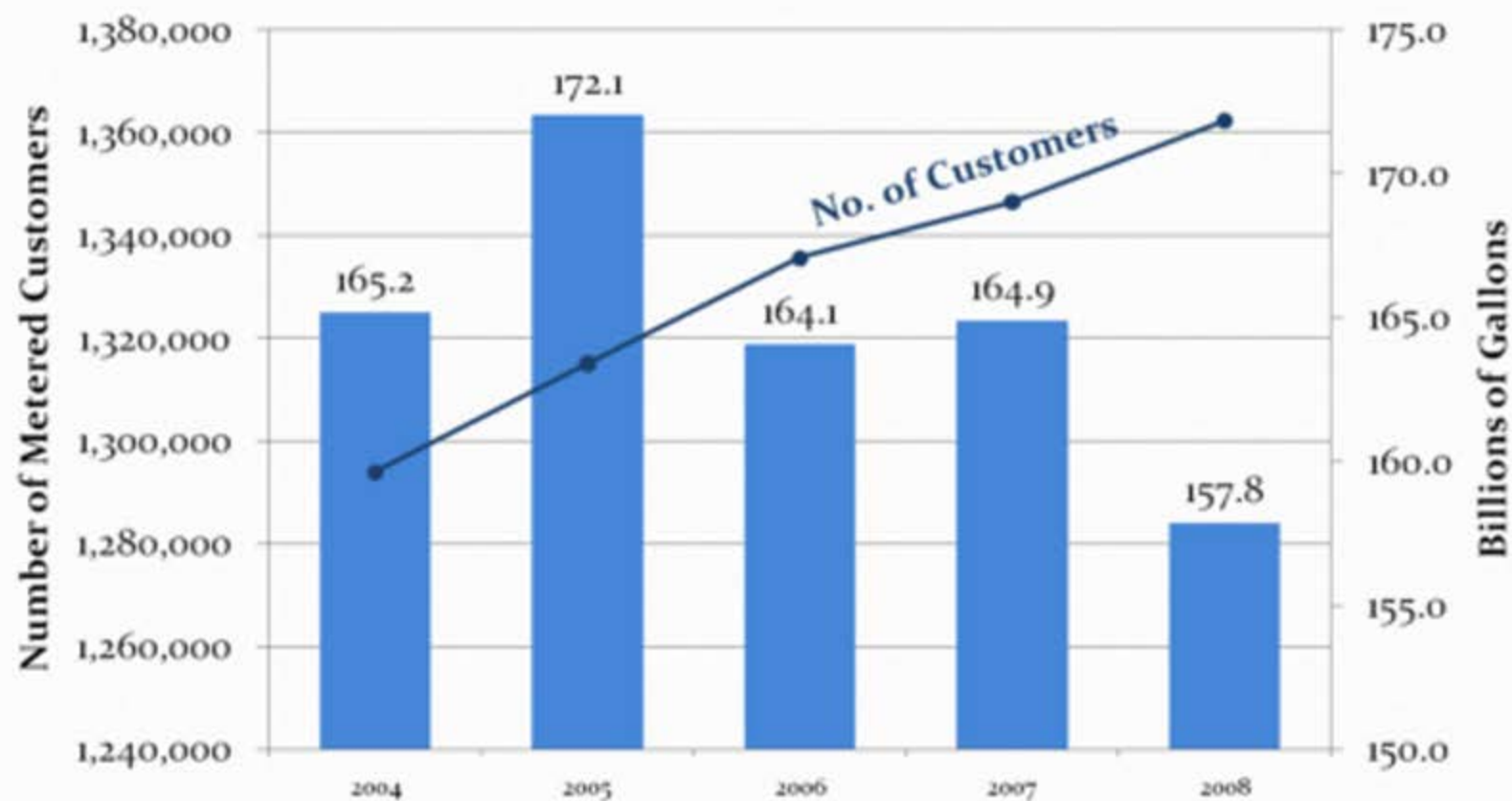


# PSC Water Conservation Initiative

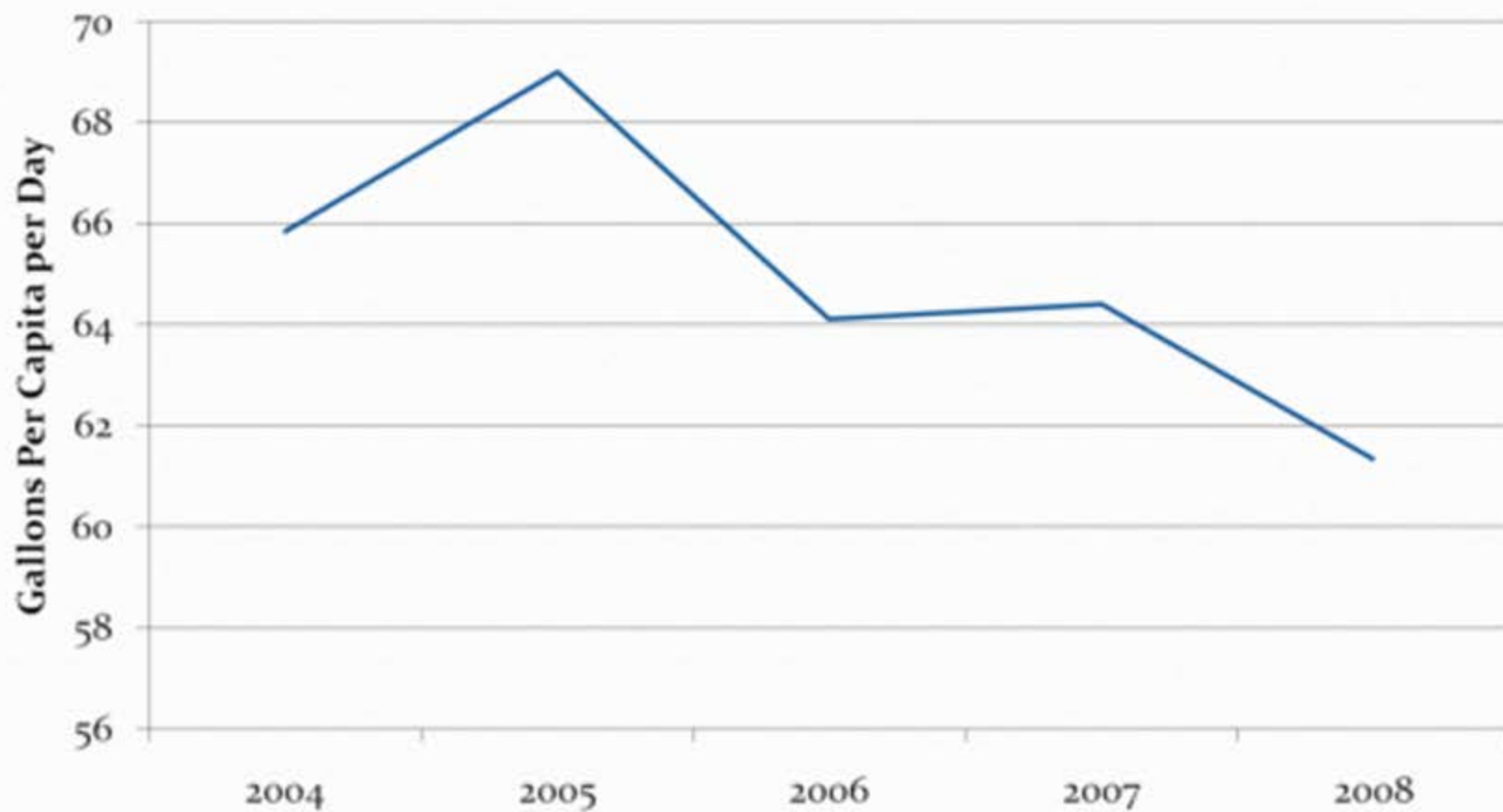
- Controlling Water Loss
- Demand Side Initiatives
  - *Education and outreach*
  - *Water use accountability*
  - *Conservation rate structures*
  - *Water-saving hardware*
  - *Reuse and recycling*



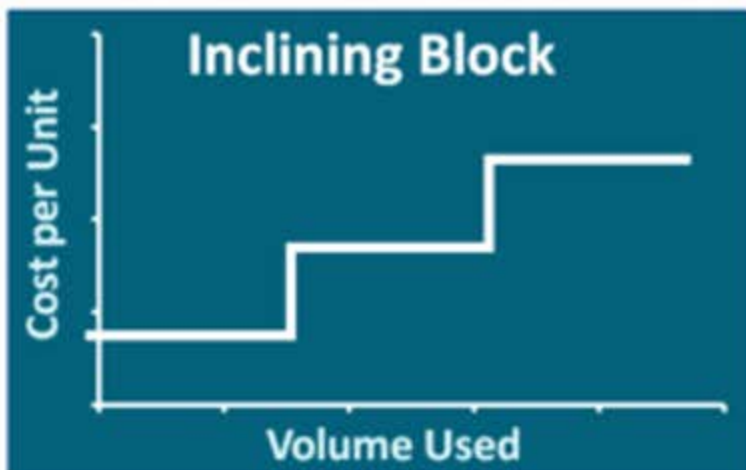
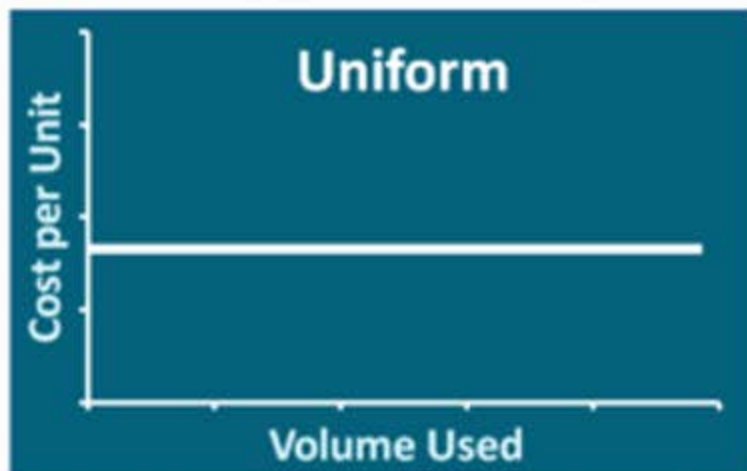
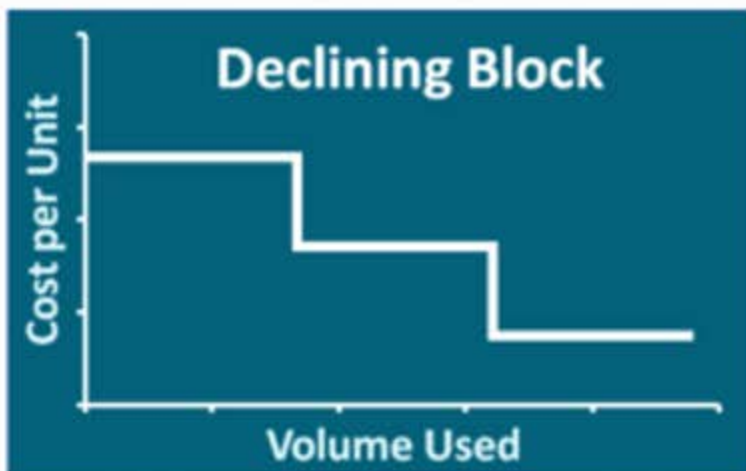
# Sales to Metered Customers



## Statewide Average Residential Water Use



# Water Rate Designs

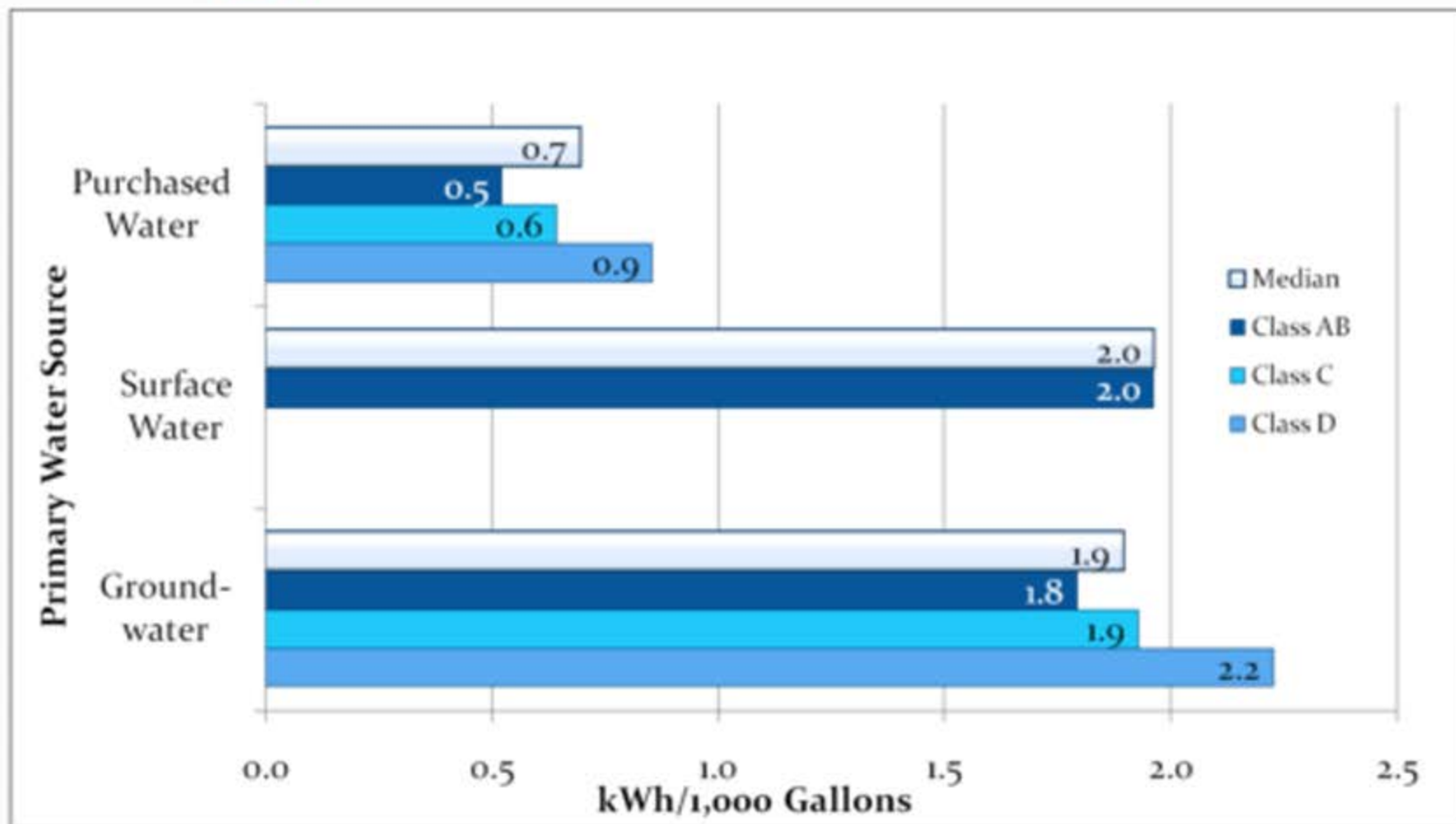




## Communities with Water Utility Conservation Programs

- Waukesha- inclining rates, toilet rebates
- Weston – inclining rates
- Fitchburg – inclining rates
- Allouez – inclining rates
- Janesville – inclining rates
- Madison – toilet rebates, residential class rates
- Kaukauna – toilet rebates
- Marshfield – toilet rebates
- Others....

# Energy Use at Water Utilities





## Summary

- Water rates recover actual utility costs
- Water rates reflect the costs of providing service to different customer classes
- Water conservation/efficiency is an important consideration in setting rates
- Rates are only one conservation option - one size does not fit all!